

**HOW DO I USE THIS?**

This document is intended for the use of announcing an online partnership from your organization. To make the process as simple and informational as possible, PCA has detailed our most important features below for your use along with steps to follow creating and sending an email announcement.

**OVERVIEW OF PCA**

Positive Coaching Alliance is non-profit formed at Stanford University in 1998 to transform the culture of youth sports to ensure that all youth athletes can have a positive, character-building experience.

Why is Positive Coaching Alliance Needed?

Youth sports offer a virtual classroom for teaching life lessons, but only if the adults who work with athletes recognize and seize the many teachable moments provided. Research shows participation in youth sports improves academic performance and school attendance, results in better behavior and decreases risk-taking behavior, such as experimenting with drugs and alcohol. But kids are dropping out of sports at an early age, and if kids don’t stay in sports, they won’t reap these benefits.

**WHY PCA**

Why the board or department thought a partnership with PCA was necessary and how it will improve coach interactions with kids.

*INSERT YOUR REASONS FOR PARTNERING HERE!*

**BENEFITS OF A PCA PARTNERSHIP**

Coaches:

* Helps you to set expectations for coach behavior
* Set the example for the coach as a role model
* Coaches learn to be more effective, more positive
* Creates a common language among coaches

Organization:

* Set your organization apart from others in your community
* Provide much needed coach education beyond the typical skills & drills training
* Show parents that your organization is about more than winning on the scoreboard

**NEXT STEPS**

Introduce Double-Goal Coach online course

* Highly Interactive…. Including video from top athletes/coaches
* Specific Tips and Techniques
* Downloads to print out and keep with you throughout the season
* One year certification

Set expectations for when coaches should complete the training.

* 60-90 minutes to complete
* Can track completion in PCA’s Double-Goal Coach database
* Set specific date for completion!